Exercise 1.C: Business Model Canvas Strategy Check

Concept Focus: Business Model Design & Strategic Alignment

Format: Individual Work using Template

Duration: 25–30 minutes

Task

The **Business Model Canvas (BMC)** is a strategic tool used to visualise how all parts of a business work together — from customers and value creation to revenue and costs.

In this exercise you will map your business and identify areas for improvement.

Step-by-Step Instructions

Step 1: Fill the Customer & Value Blocks (8–10 min)

Start with the **right side of the Business Model Canvas**.

Complete the following blocks:

- Customer Segments
- Value Proposition
- Channels
- Customer Relationships

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Think about:

- Who your ideal clients are
- How they discover your work
- How they interact with your business

Step 2: Complete the Operational Blocks (7–8 min)

Fill in the operational side of the canvas.

Block	Description
Key Activities	Main actions required to deliver your service
Key Resources	Skills, tools, equipment, intellectual property
Key Partners	Collaborators, suppliers, agencies

Step 3: Define Your Financial Structure (5–6 min)

Complete the financial blocks:

Block	Examples

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Revenue Streams	Project fees, licensing, digital products, subscriptions
Cost Structure	Software, equipment, materials, marketing

Step 4: Identify Strategic Gaps (4–6 min)

Review the entire canvas and ask:

- Do your **channels reach your target customers**?
- Does your **pricing match your customer relationship model**?
- Are your **activities aligned with your revenue streams**?

Identify **one block that requires improvement**.

Let's Reflect

- Which part of your business model feels strongest?
- Which block needs the most development?

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- What action could improve your business model within the next 3 months?

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